

Jefferson County Fair Park July 5, 2018 | Meeting Minutes

The Jefferson County Fair Park committee met on Thursday, July 5th at 8:32 a.m. in the Activity Center Conference Room. Present were: (Fair Committee) Blane Poulson, Brandon White, Debra Hall-Kind, Kathy Steindorf, Fair Park Supervisor Roger Kylmanen, Marketing/Administrative Assistants Amy Listle and Renee Busshardt. Conor Nelan and Peter Hartz were not present.

A quorum of the Jefferson County Fair Park Committee was present, meeting duly noted and the door open.

Review and Approve Agenda

Minutes: A motion was made to accept the minutes of the June 7, 2018 meeting as presented and seconded. Motion carried.

Communications: None

Public Comment: None

Discussion and possible action on Vendor parking lot: After discussion it was decided this will be analyzed this year.

Review of Community Feedback & Suggestions on Fair Operations: None.

Discussion and possible action on Marketing Partnerships and Sponsorships: Amy Listle stated that the fair park will be about \$15,000 short on sponsorships. She also stated that Jones Dairy will be an elite sponsor this year.

Financial Report: Review of May 2018 financials.

Supervisor's Report: Roger Kylmanen gave an update as to the progress on the updates to the wash rack and swine barn. Fiber is run and ready to be connected, WIFI will be installed July 5. Tents will be done by Friday. All the bleachers are completed except the railing that has a part missing but will be here by the end of the week. Tom Gallitz & Nick will take care of all the track preparation. Jefferson County Antique Tractors will be displayed along with Dodge County Power Club. New wires are being ran for the speakers. The camping inspection is complete and we are licensed for over 200 campers. Amanda with Vera's Concessions will be in the kitchen over fair. She still owes money on past events but will pay the fair park \$2500 next week.

Office Report: June Fair Park events have been reconciled. Open class entries were due June 15. Family 5-packs will be on sale now until July 10th or when sold out. The Fair Park started a merchandise plan and will be selling adult and youth t-shirts during Fair Week. An update was given by Amy Listle as to concert ticket sales. Work continues on the following: Advertising; Sponsorships, vendors, entertainment, judging days and fair setup.

Discussion and possible action on future meeting schedule and agenda items: None

Next Meeting: Meetings will be held at 2:00 p.m. outside the main gate off of Puerner Street each day of the fair when needed. The next regular meeting is scheduled for July 18, 2018.

With no further business, Kathy Steindorf made a motion to adjourn the meeting. Brandon White seconded. Motion carried. Meeting adjourned at 9:14 a.m.